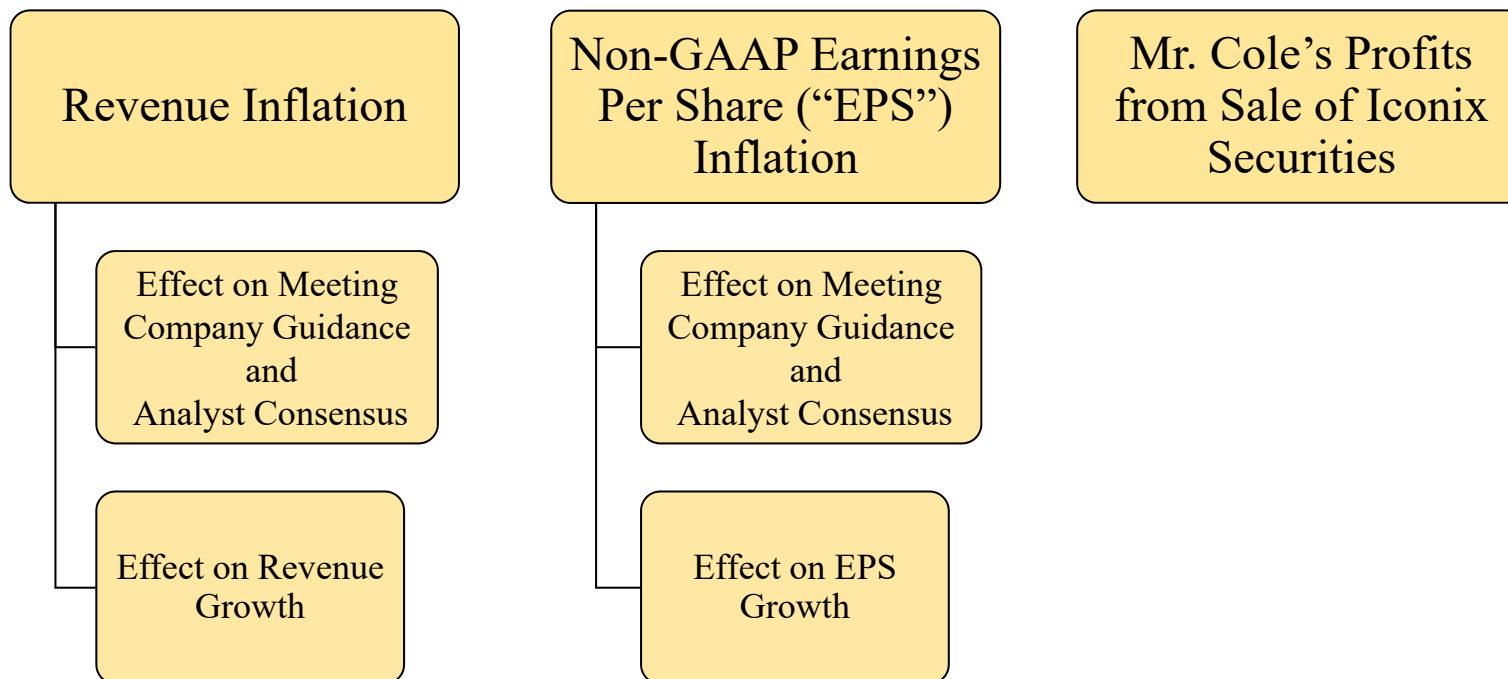
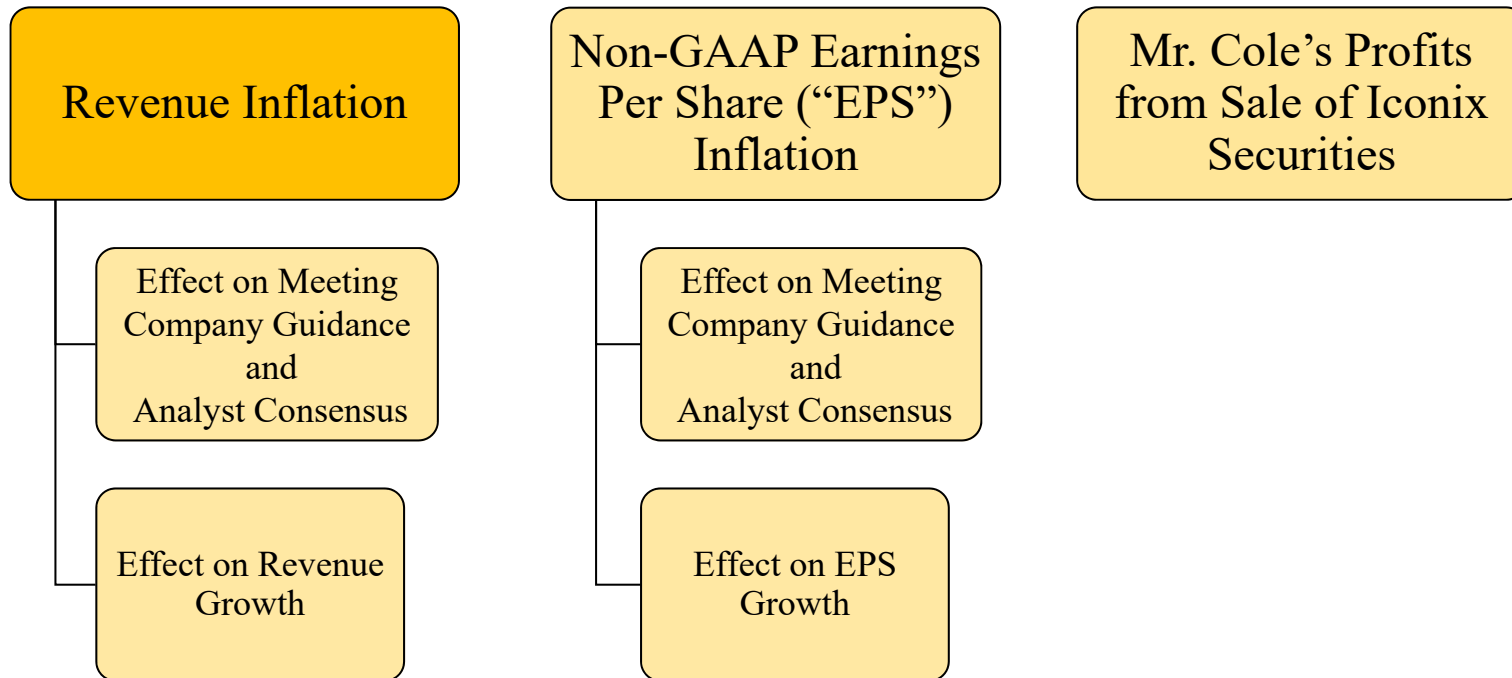


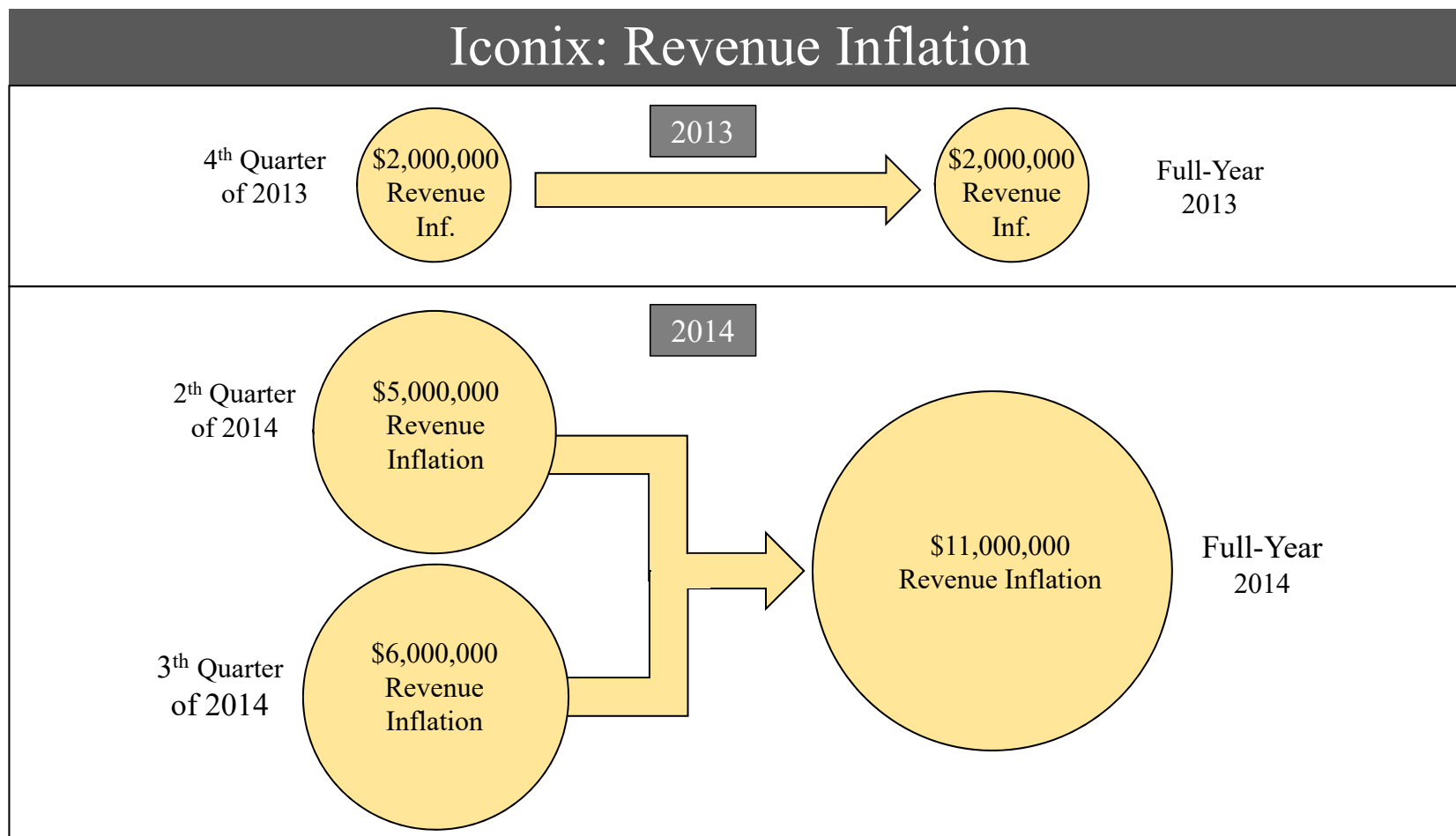
Exhibit B

Iconix: Impact of Alleged Revenue Inflation



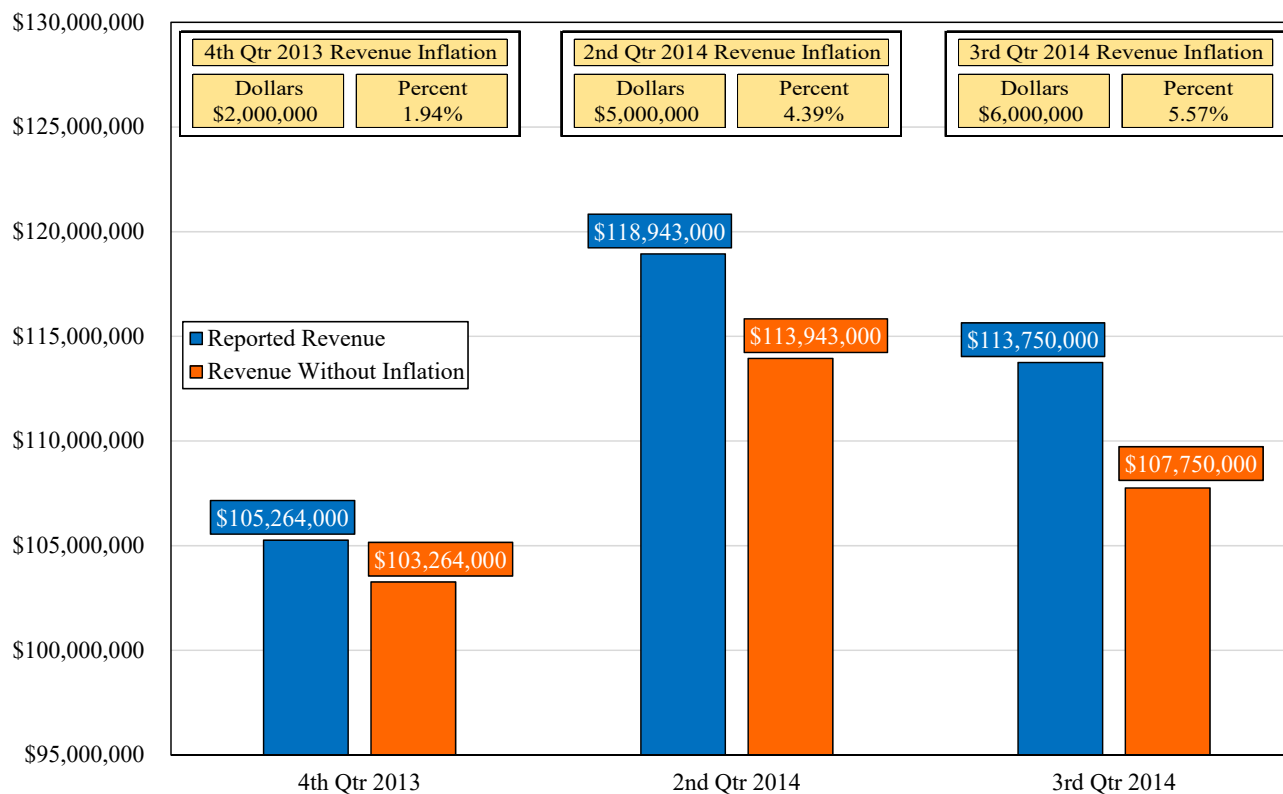
Iconix: Impact of Alleged Revenue Inflation





Iconix: Revenue Inflation

Quarterly Revenue Inflation

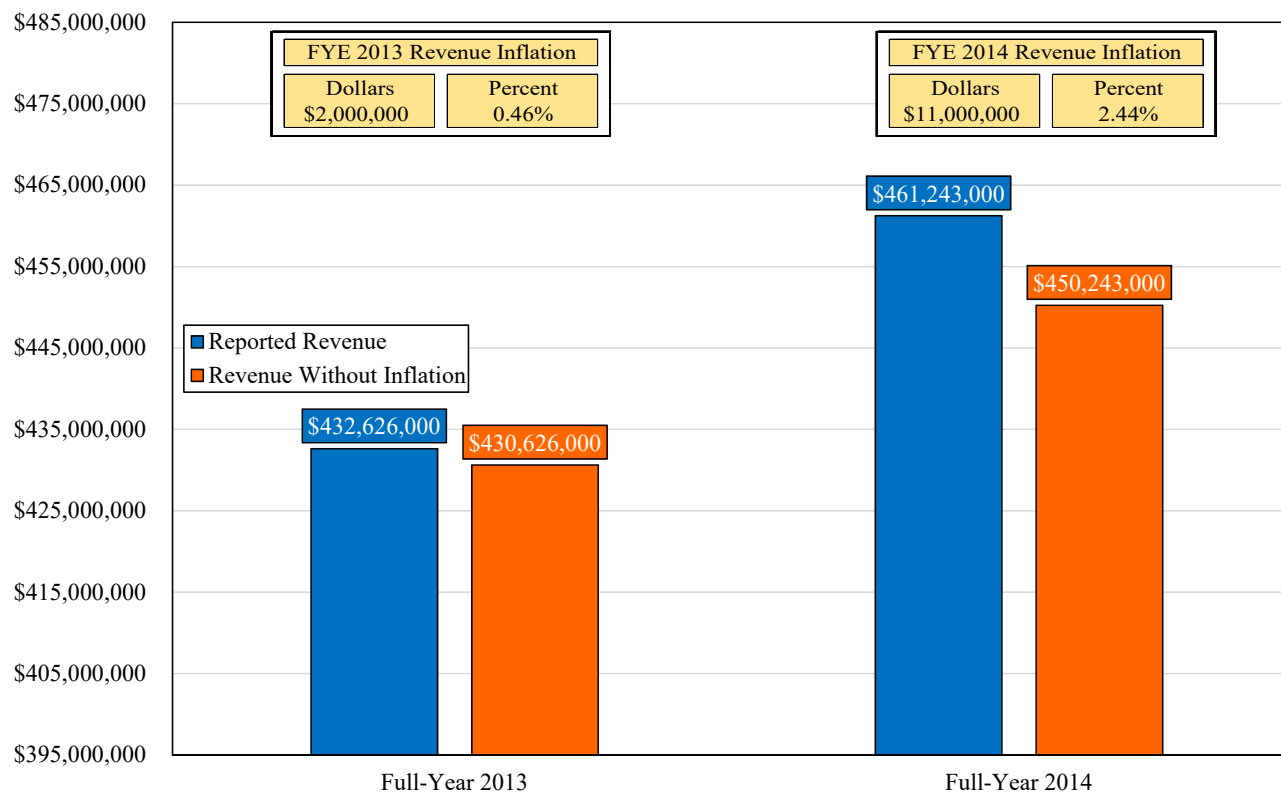


Sources: Page 3, GX-102, GX-104, GX-106.

09/22/2021

Iconix: Revenue Inflation

Full-Year Revenue Inflation



Sources: Page 3, GX-106.

5

Iconix: Revenue Inflation

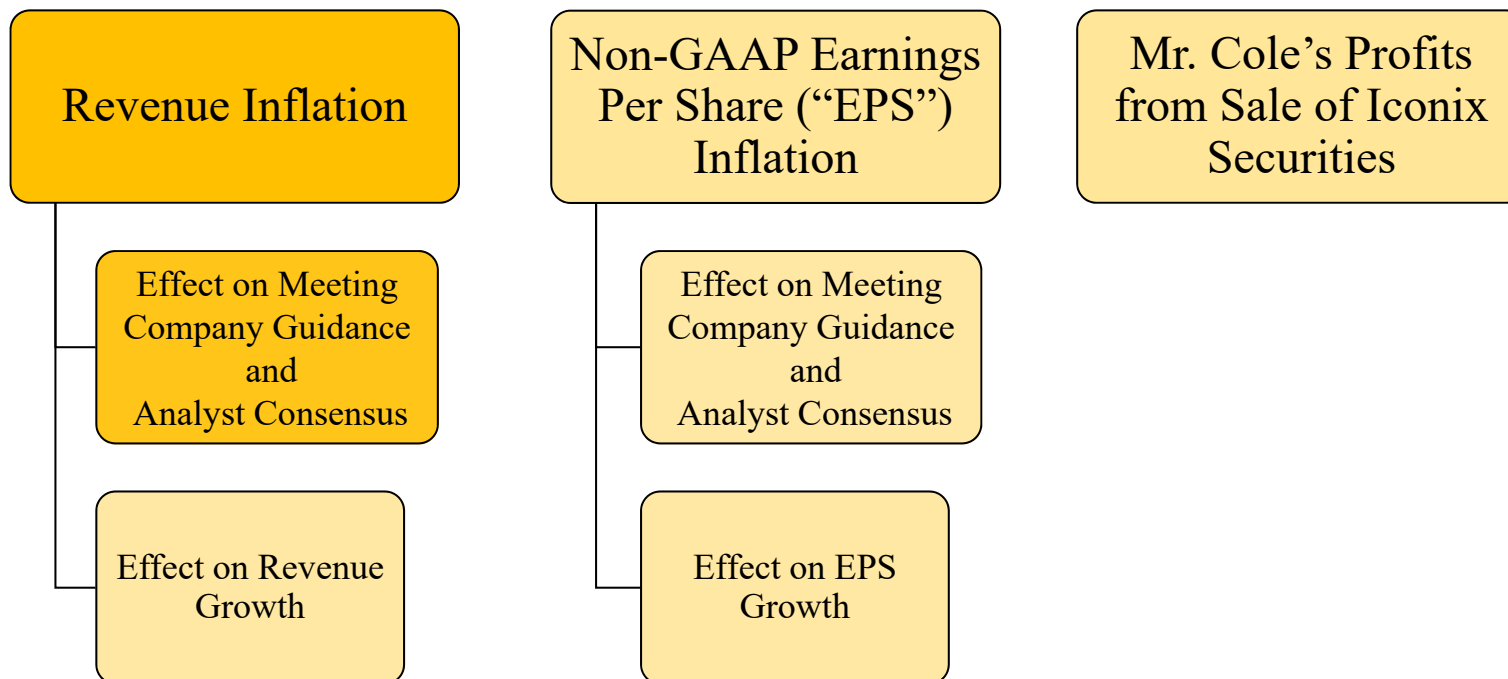
Reported Revenue and Revenue Without Inflation

Period	Revenue		Inflation	
	Reported	Without Inflation	Dollars	Percent
4th Quarter 2013	\$105,264,000	\$103,264,000	\$2,000,000	1.94%
Full-Year 2013	\$432,626,000	\$430,626,000	\$2,000,000	0.46%
2nd Quarter 2014	\$118,943,000	\$113,943,000	\$5,000,000	4.39%
3rd Quarter 2014	\$113,750,000	\$107,750,000	\$6,000,000	5.57%
Full-Year 2014	\$461,243,000	\$450,243,000	\$11,000,000	2.44%

Sources: Pages 4-5.

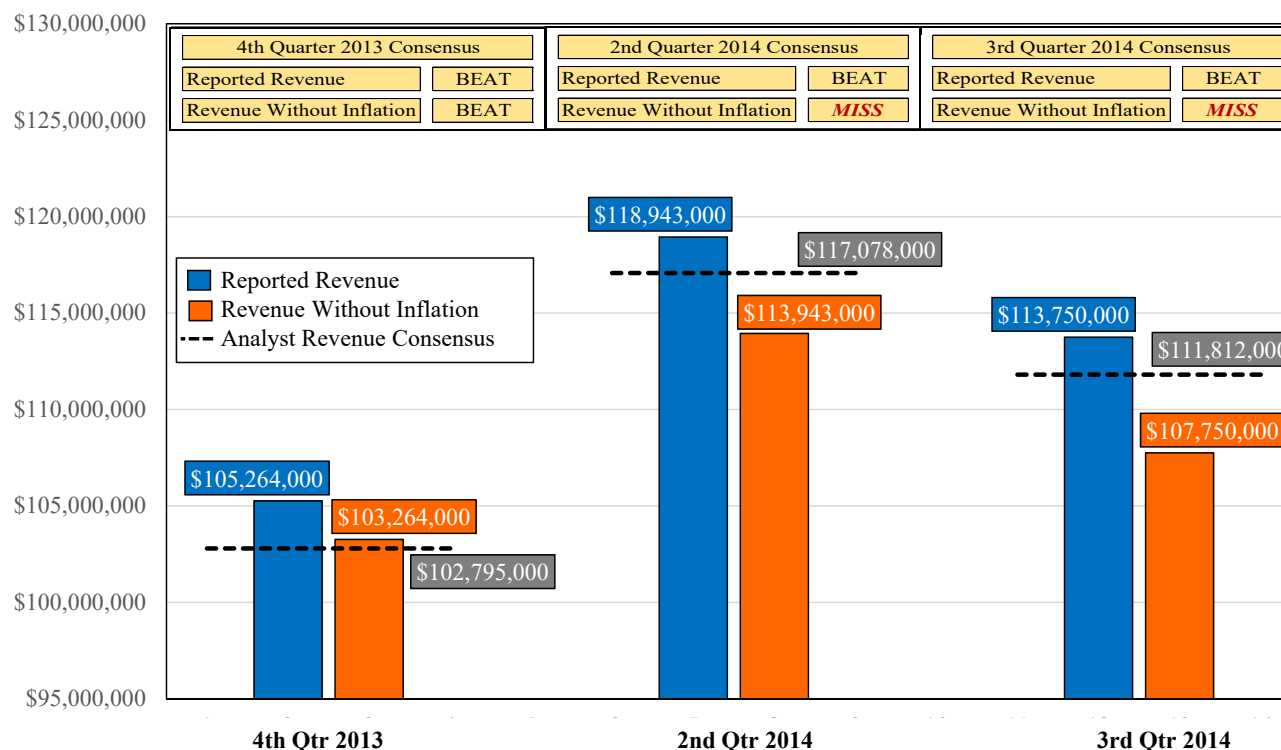
6

Iconix: Impact of Alleged Revenue Inflation



Iconix: Impact of Revenue Inflation on Meeting Company Guidance and Analyst Consensus

Quarterly Revenue vs. Analyst Consensus

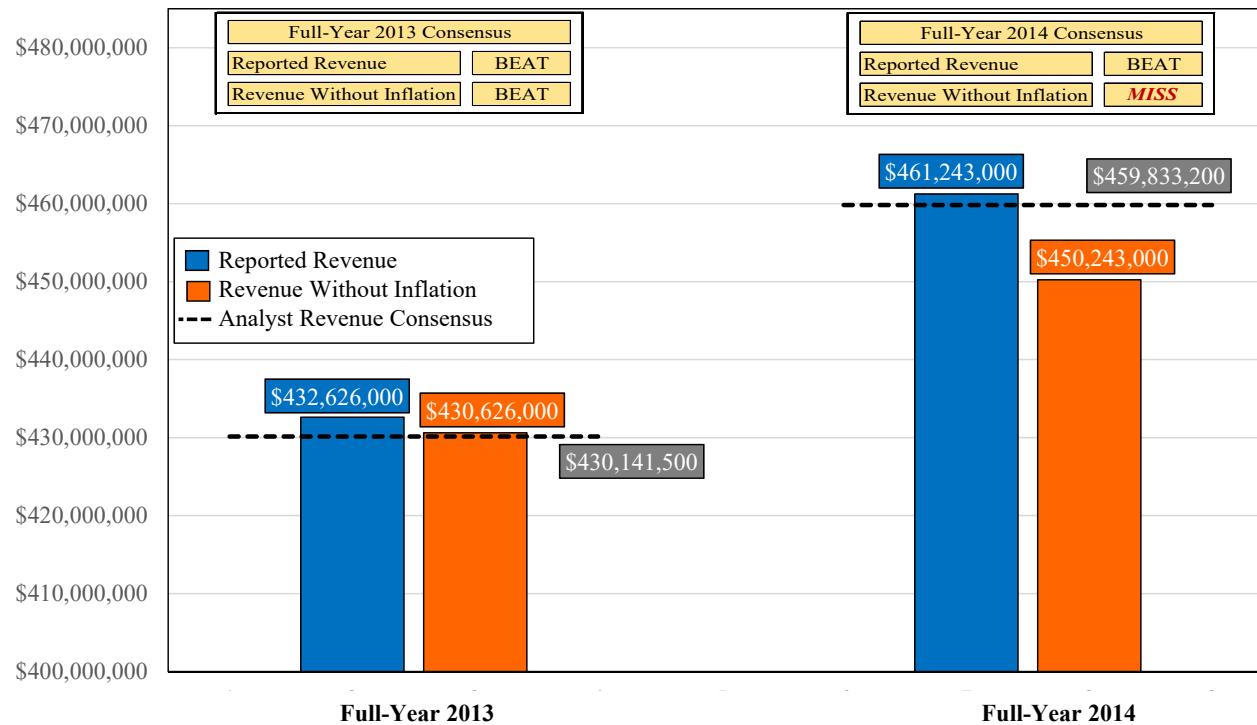


Sources: Page 4, GX-404.

09/22/2021

Iconix: Impact of Revenue Inflation on Meeting Company Guidance and Analyst Consensus

Full-Year Revenue vs. Analyst Consensus



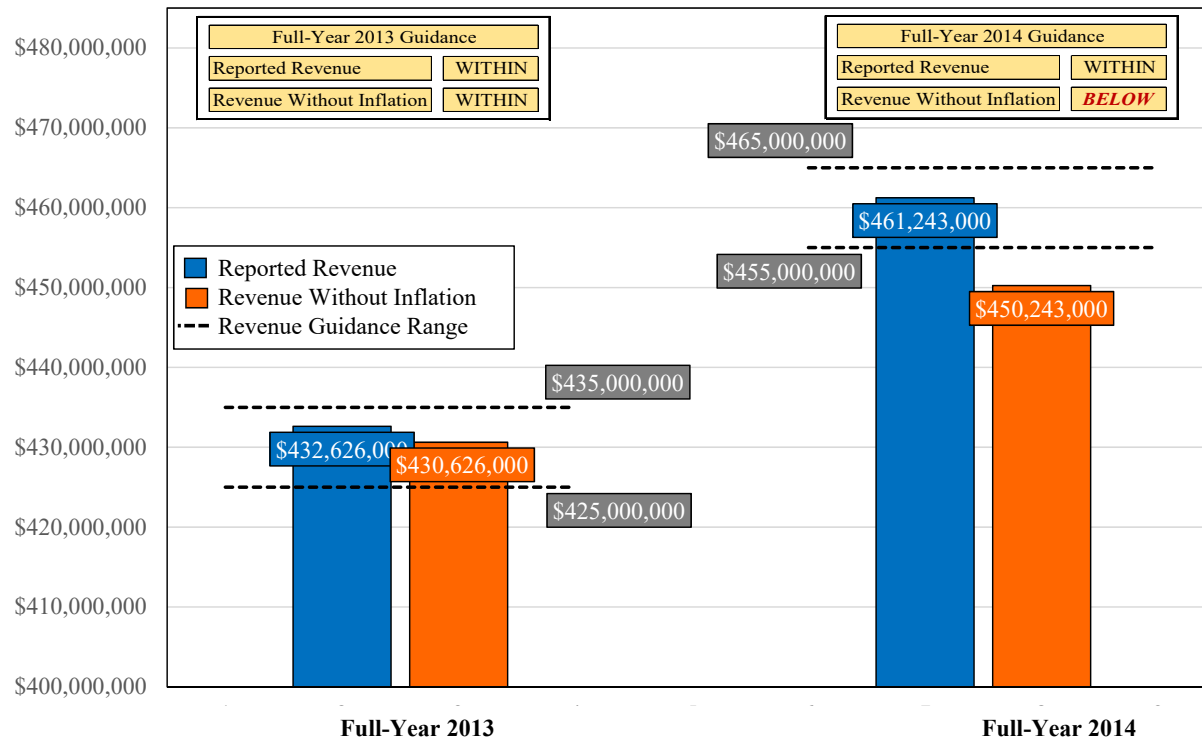
Sources: Page 5, GX-404.

9

09/22/2021

Iconix: Impact of Revenue Inflation on Meeting Company Guidance and Analyst Consensus

Full-Year Revenue vs. Company Guidance



Sources: Page 5, GX-104, GX-120.

10

Iconix: Impact of Revenue Inflation on Meeting Company Guidance and Analyst Consensus

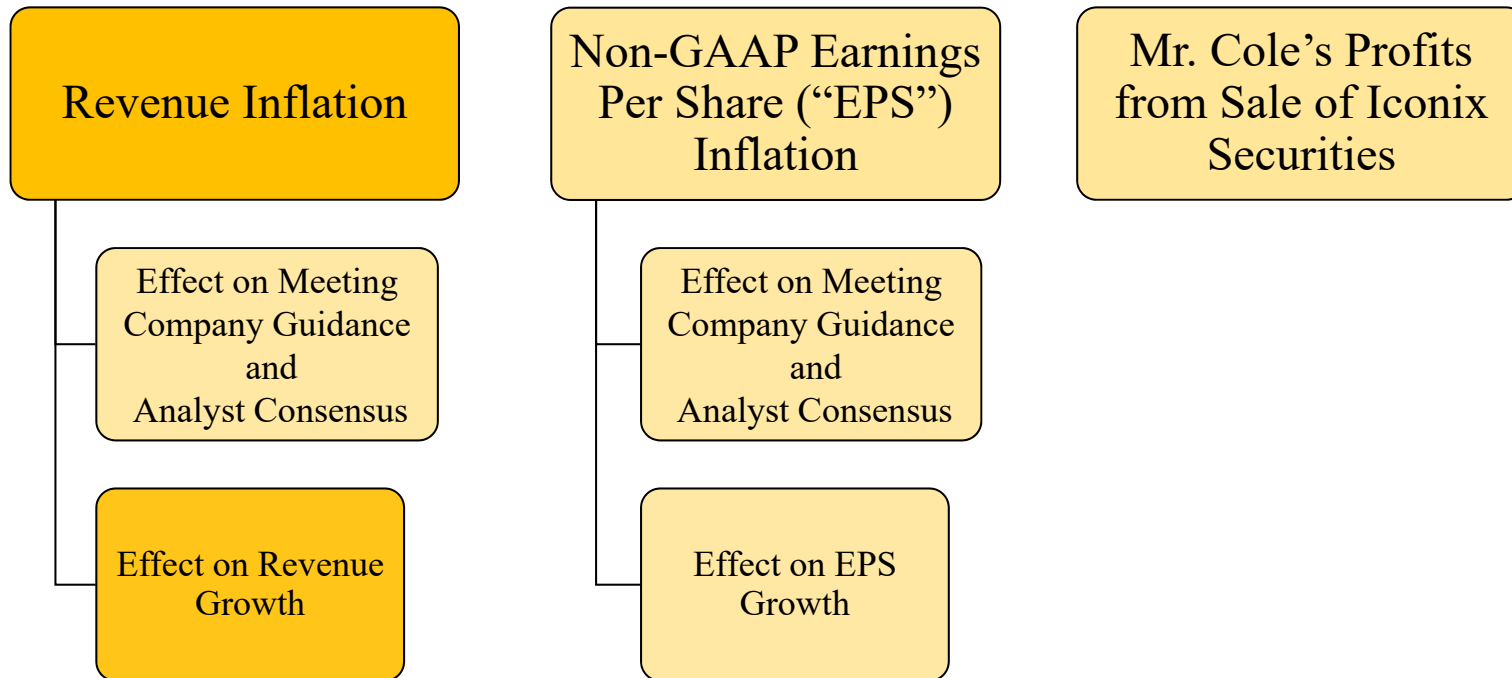
Reported Revenue and Revenue Without Inflation Versus Analyst Consensus and Company Guidance

Period	Analyst Revenue Consensus		Company Revenue Guidance	
	Reported	Without Inflation	Reported	Without Inflation
4th Quarter 2013	BEAT	BEAT	--	--
Full-Year 2013	BEAT	BEAT	WITHIN	WITHIN
2nd Quarter 2014	BEAT	<i>MISS</i>	--	--
3rd Quarter 2014	BEAT	<i>MISS</i>	--	--
Full-Year 2014	BEAT	<i>MISS</i>	WITHIN	<i>BELOW</i>

Sources: Pages 8-10.

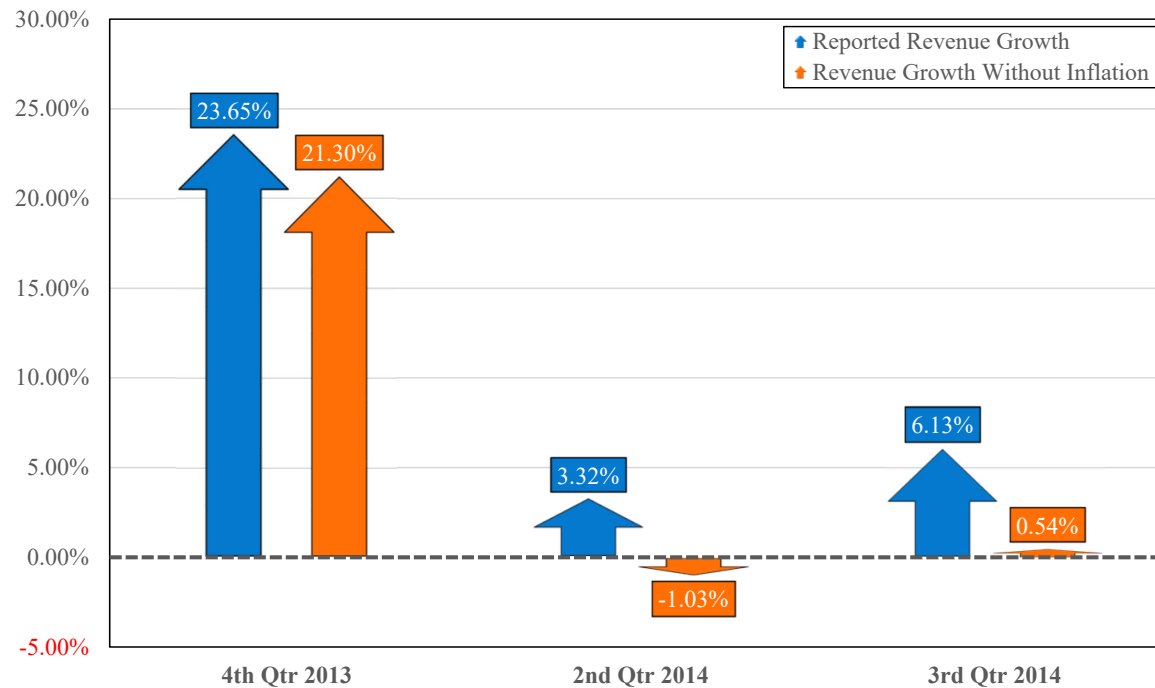
11

Iconix: Impact of Alleged Revenue Inflation



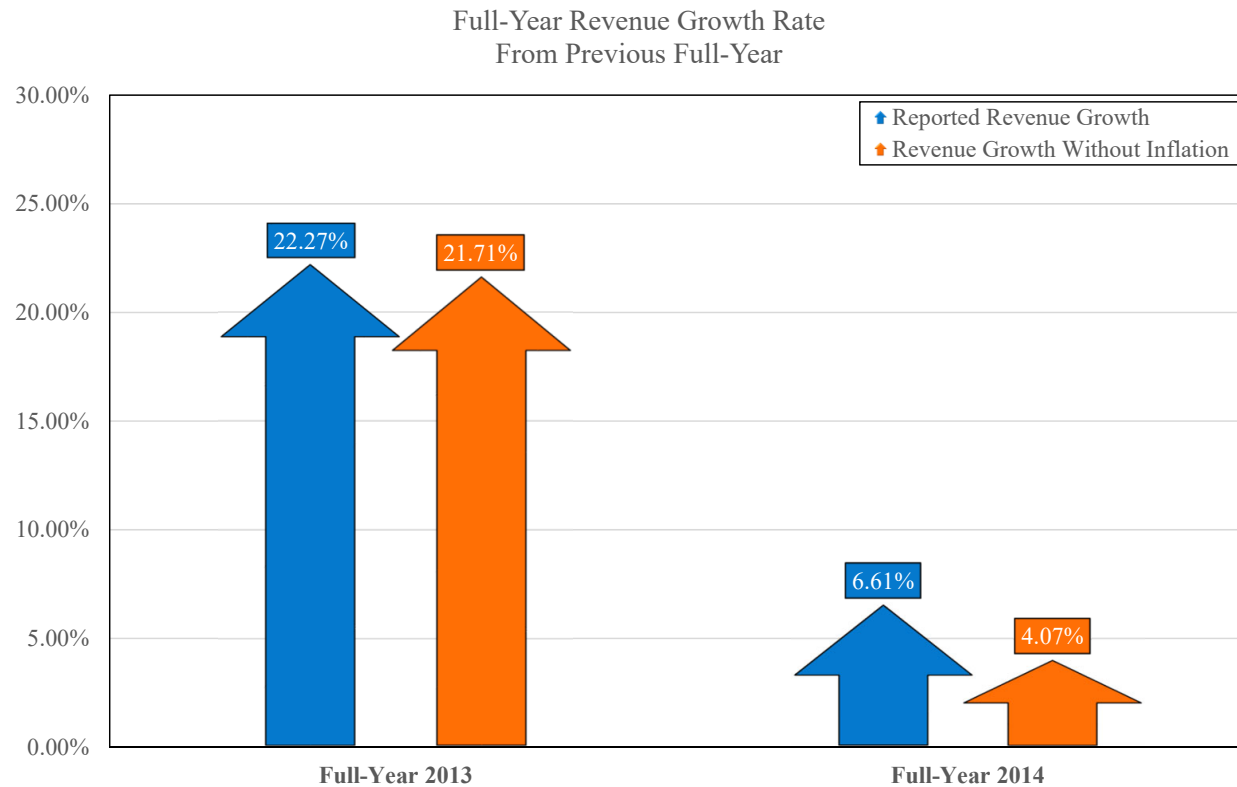
Iconix: Impact of Revenue Inflation on Company Revenue Growth

Quarterly Revenue Growth Rate
From Same Quarter of Previous Year



Sources: GX-100, GX-102, GX-104.

Iconix: Impact of Revenue Inflation on Company Revenue Growth



Sources: GX-100, GX-106.

Iconix: Impact of Revenue Inflation on Company Revenue Growth

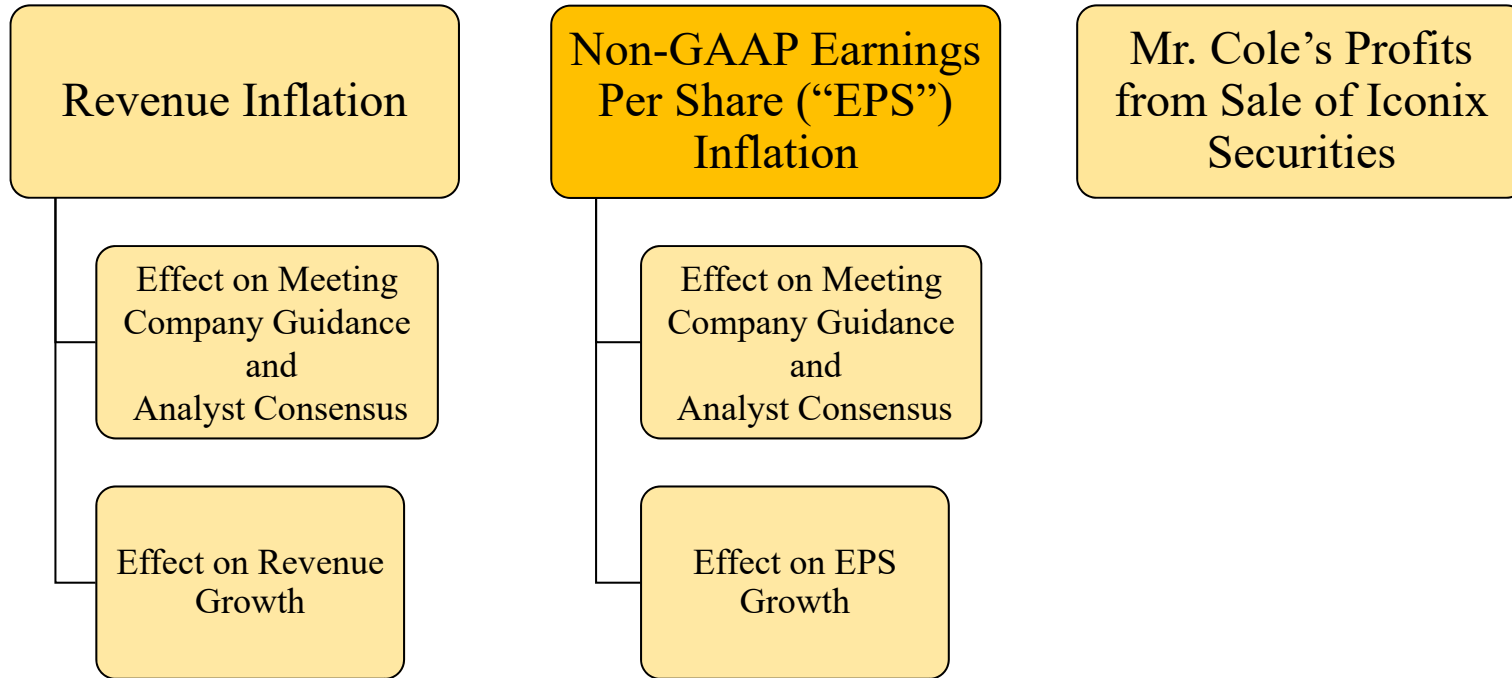
Reported Revenue and Revenue Without Inflation Versus Revenue Growth Rate

Prior Time Period		Relevant Time Period				
Time Period	Revenue	Time Period	Reported		Without Inflation	
			Revenue	Growth	Revenue	Growth
4th Quarter 2012	\$85,131,000	4th Quarter 2013	\$105,264,000	23.65%	\$103,264,000	21.30%
Full-Year 2012	\$353,818,000	Full-Year 2013	\$432,626,000	22.27%	\$430,626,000	21.71%
2nd Quarter 2013	\$115,125,000	2nd Quarter 2014	\$118,943,000	3.32%	\$113,943,000	-1.03%
3rd Quarter 2013	\$107,175,000	3rd Quarter 2014	\$113,750,000	6.13%	\$107,750,000	0.54%
Full-Year 2013	\$432,626,000	Full-Year 2014	\$461,243,000	6.61%	\$450,243,000	4.07%

Sources: GX-100,GX-102, GX-104, GX-106.

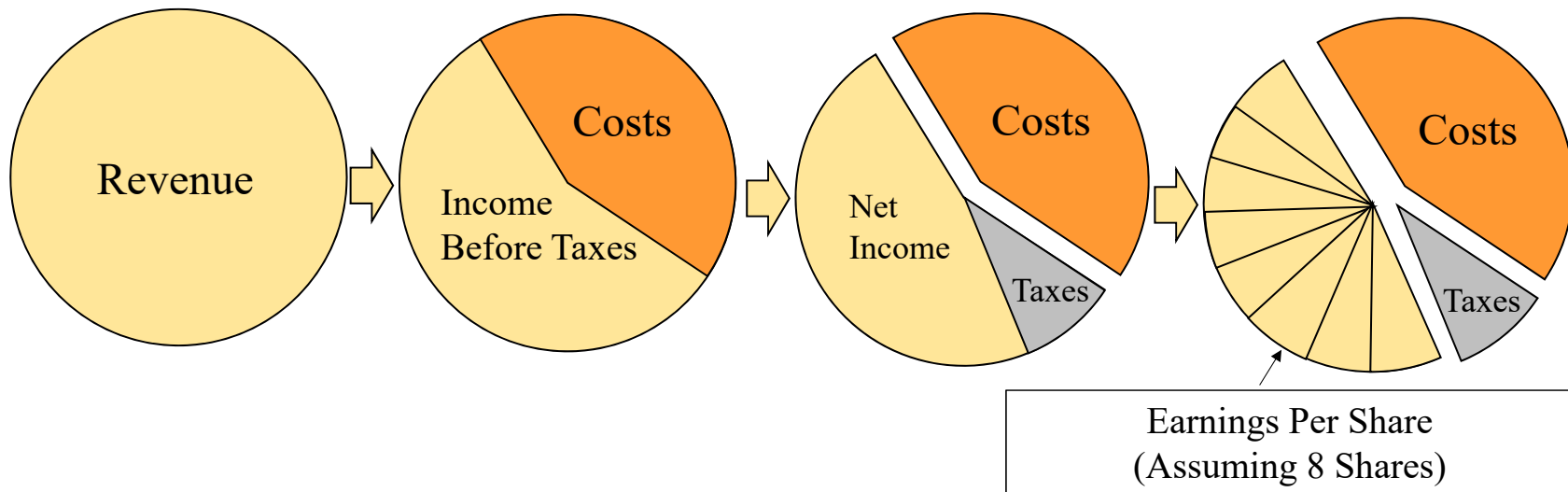
15

Iconix: Impact of Alleged Revenue Inflation



Iconix: Non-GAAP EPS Inflation

Calculation of Earnings Per Share



Note: Tax rate is the Full-Year 2014 tax rate based on Non-GAAP items.

Sources: GX-102, GX-104, GX-106, GX-1301.

Iconix: Non-GAAP EPS Inflation

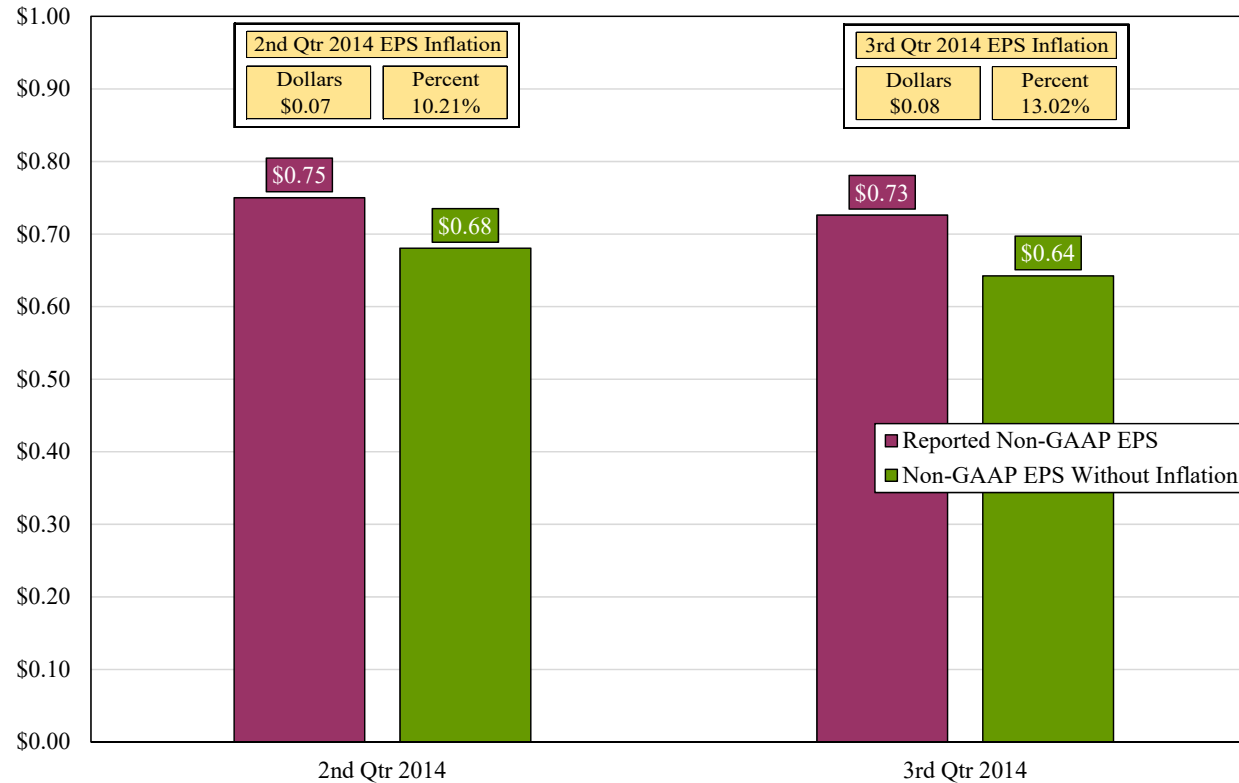
Category	4th Qtr 2013	Full-Year 2013	2nd Qtr 2014	3rd Qtr 2014	Full-Year 2014
Revenue Inflation	\$2,000,000	\$2,000,000	\$5,000,000	\$6,000,000	\$11,000,000
Costs Linked to Inflation	(\$2,000,000)	(\$2,000,000)	\$0	\$0	(\$3,642,600)
Income Inflation Before Taxes	\$0	\$0	\$5,000,000	\$6,000,000	\$7,357,400
Taxes (26.53%)	\$0	\$0	(\$1,326,504)	(\$1,591,805)	(\$1,951,924)
Net Income Inflation	\$0	\$0	\$3,673,496	\$4,408,195	\$5,405,476
Non-GAAP Diluted Shares	55,819,000	59,390,000	52,851,000	52,704,000	52,257,000
Non-GAAP EPS Inflation	\$0.00	\$0.00	\$0.07	\$0.08	\$0.10

Note: Tax rate is the Full-Year 2014 tax rate based on Non-GAAP items.

Sources: GX-102, GX-104, GX-106, GX-1301.

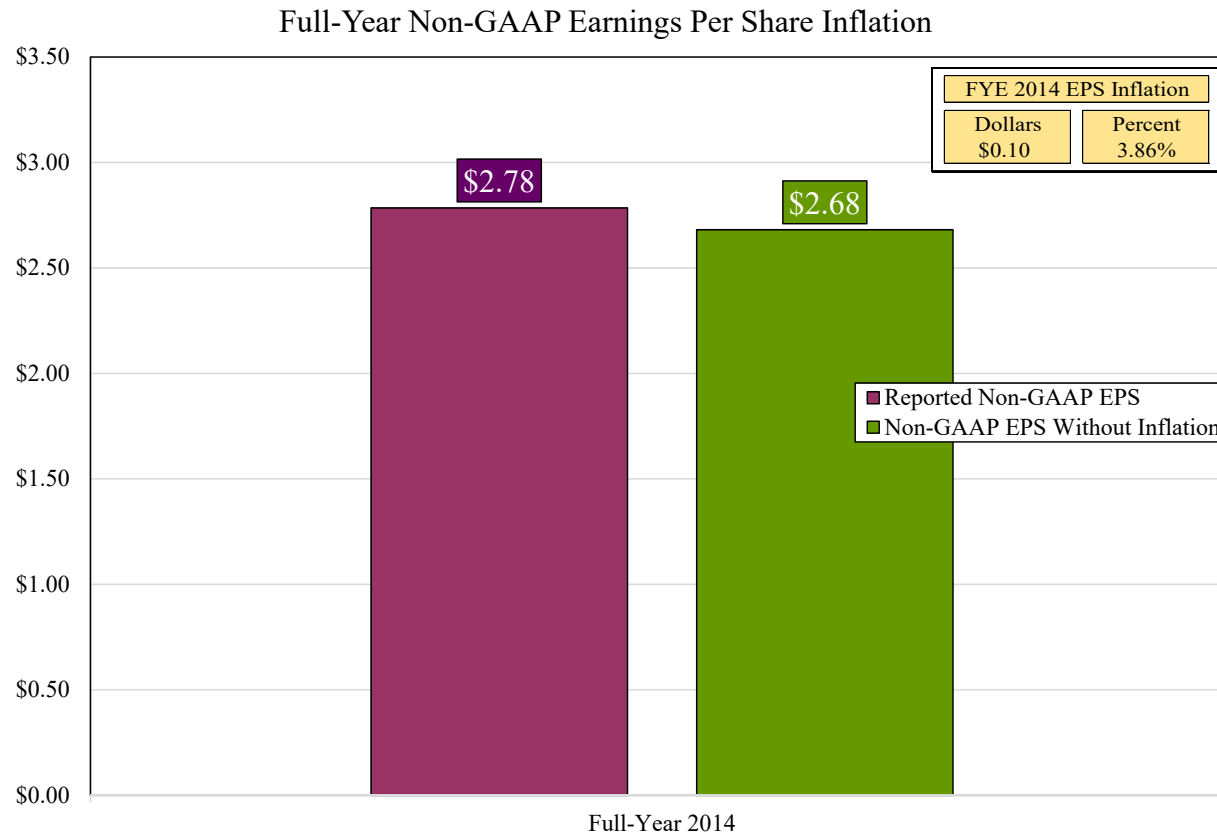
Iconix: Non-GAAP EPS Inflation

Quarterly Non-GAAP Earnings Per Share Inflation



Sources: Page 17, GX-102, GX-104.

Iconix: Non-GAAP EPS Inflation



Sources: GX-106, p. 17.

20

Iconix: Non-GAAP EPS Inflation

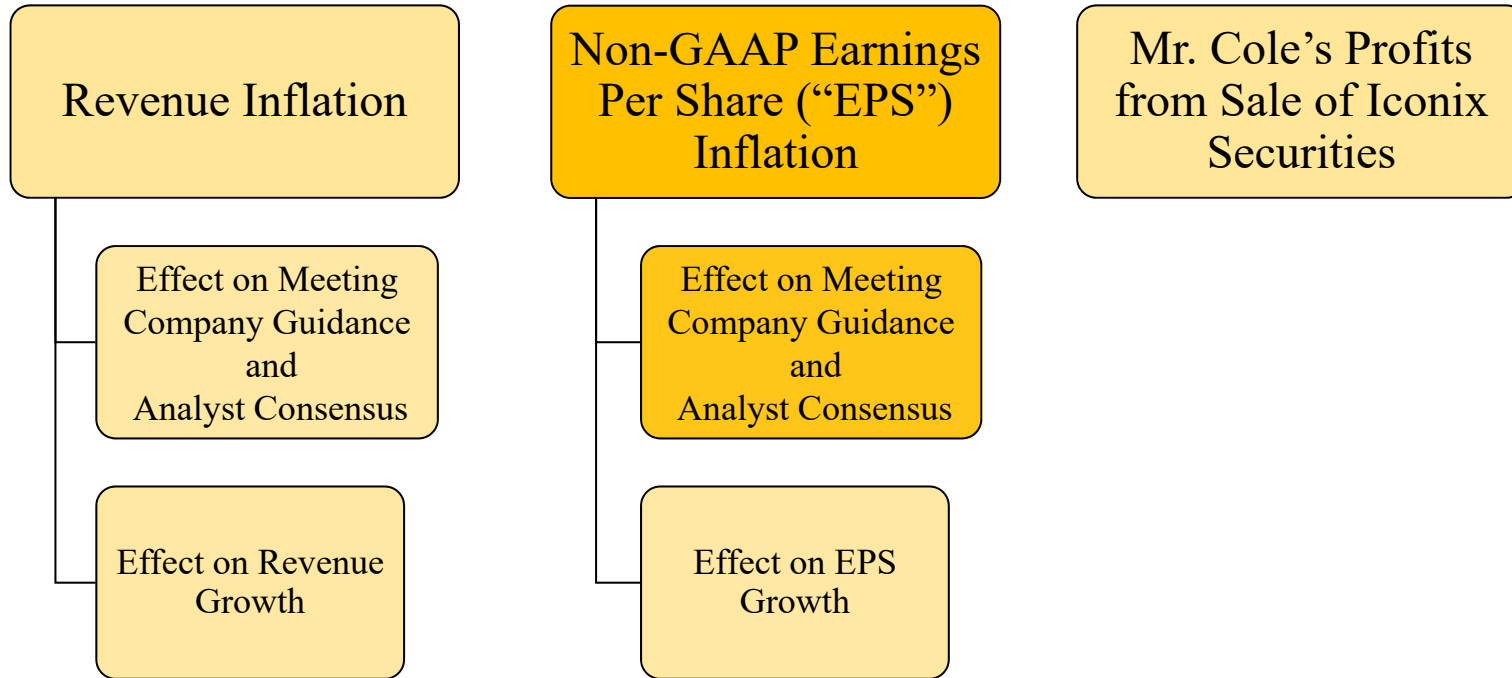
Reported Non-GAAP Earnings Per Share and Non-GAAP Earnings Per Share Without Inflation

Period	Non-GAAP EPS		Inflation	
	Reported	Without Inflation	Dollars	Percent
2nd Quarter 2014	\$0.75	\$0.68	\$0.07	10.21%
3rd Quarter 2014	\$0.73	\$0.64	\$0.08	13.02%
Full-Year 2014	\$2.78	\$2.68	\$0.10	3.86%

Sources: Pages.18-20.

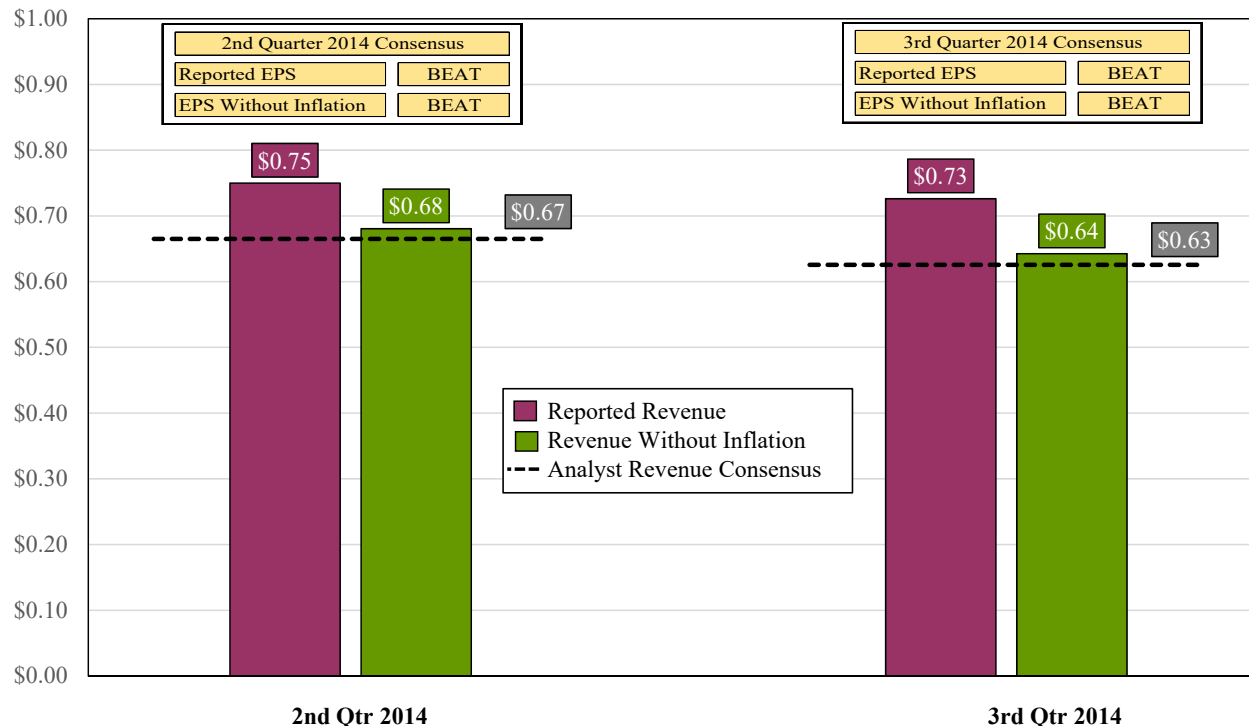
21

Iconix: Impact of Alleged Revenue Inflation



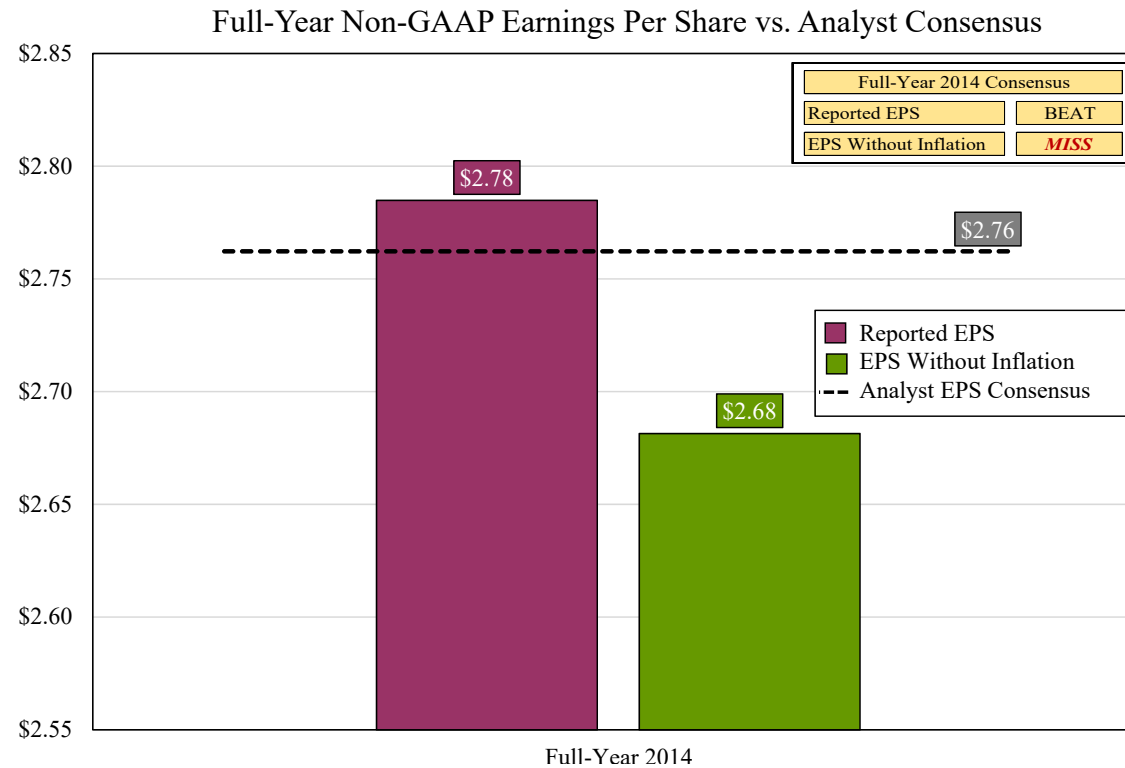
Iconix: Impact of Non-GAAP EPS Inflation on Meeting Company Guidance and Analyst Consensus

Quarterly Non-GAAP Earnings Per Share vs. Analyst Consensus



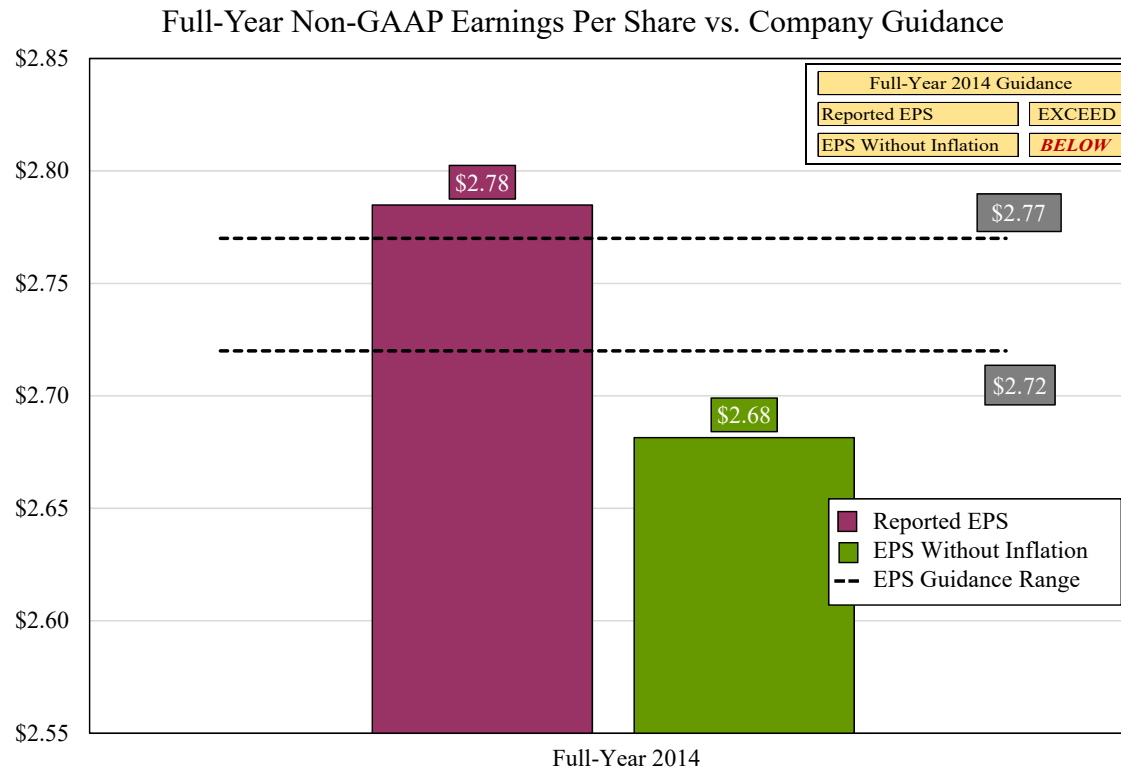
Sources: Page 18, GX-403.

Iconix: Impact of Non-GAAP EPS Inflation on Meeting Company Guidance and Analyst Consensus



Sources: Page 19, GX-403.

Iconix: Impact of Non-GAAP EPS Inflation on Meeting Company Guidance and Analyst Consensus



Sources: Page 19, GX-104.

25

Iconix: Impact of Non-GAAP EPS Inflation on Meeting Company Guidance and Analyst Consensus

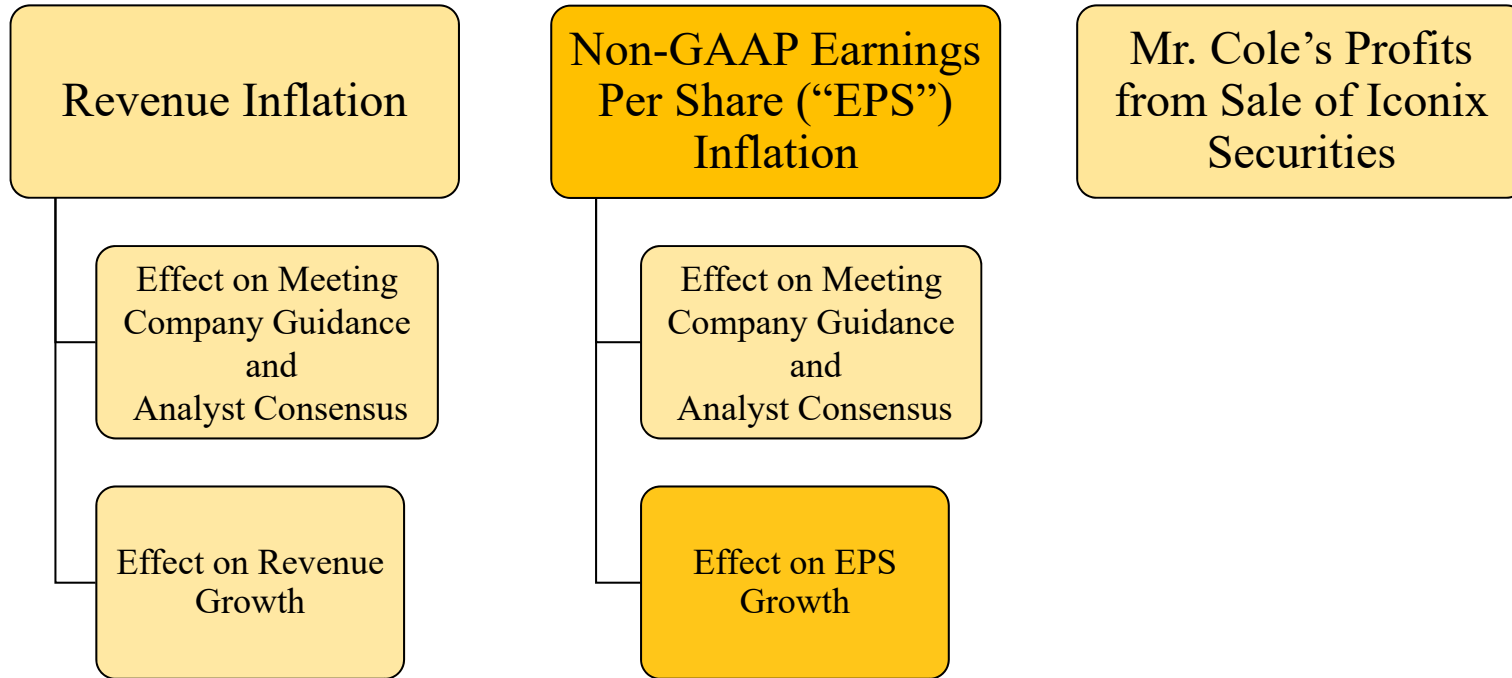
Reported Non-GAAP EPS and Non-GAAP EPS Without Inflation Versus Analyst Consensus and Company Guidance

Period	Analyst Revenue Consensus		Company Revenue Guidance	
	Reported	Without Inflation	Reported	Without Inflation
2nd Quarter 2014	BEAT	BEAT	--	--
3rd Quarter 2014	BEAT	BEAT	--	--
Full-Year 2014	BEAT	MISS	EXCEED	BELOW

Sources: Pages 22-24.

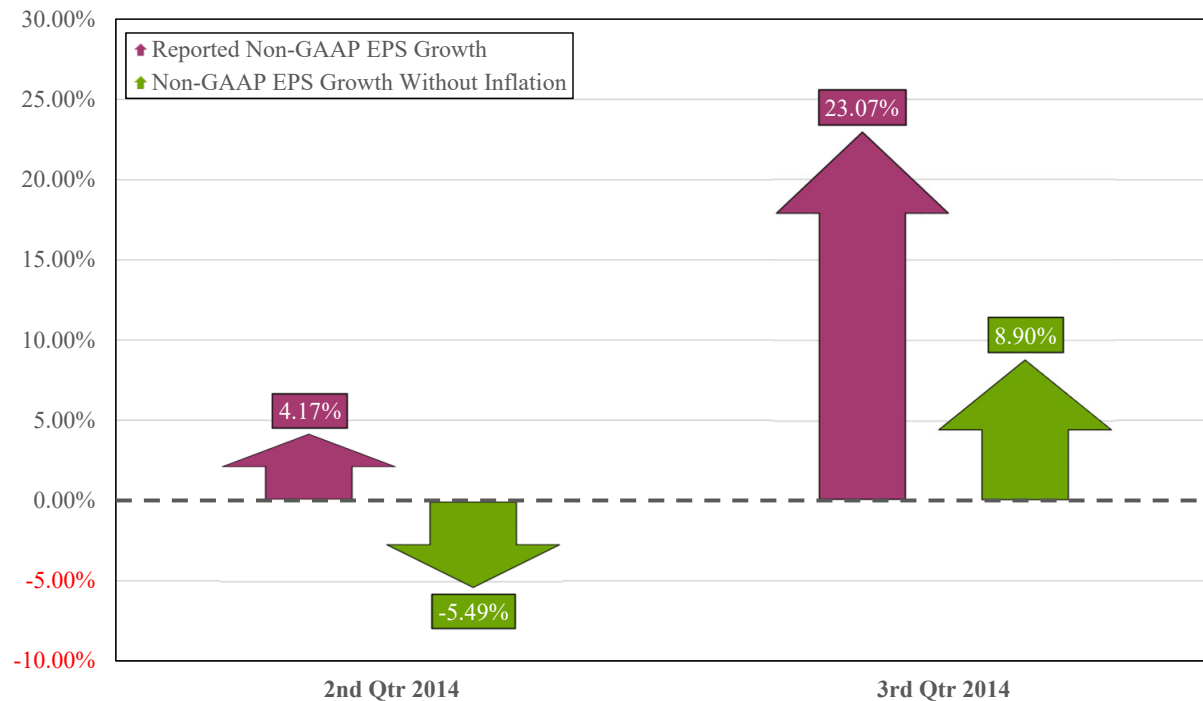
26

Iconix: Impact of Alleged Revenue Inflation



Iconix: Impact of Revenue Inflation on Company Non-GAAP EPS Growth

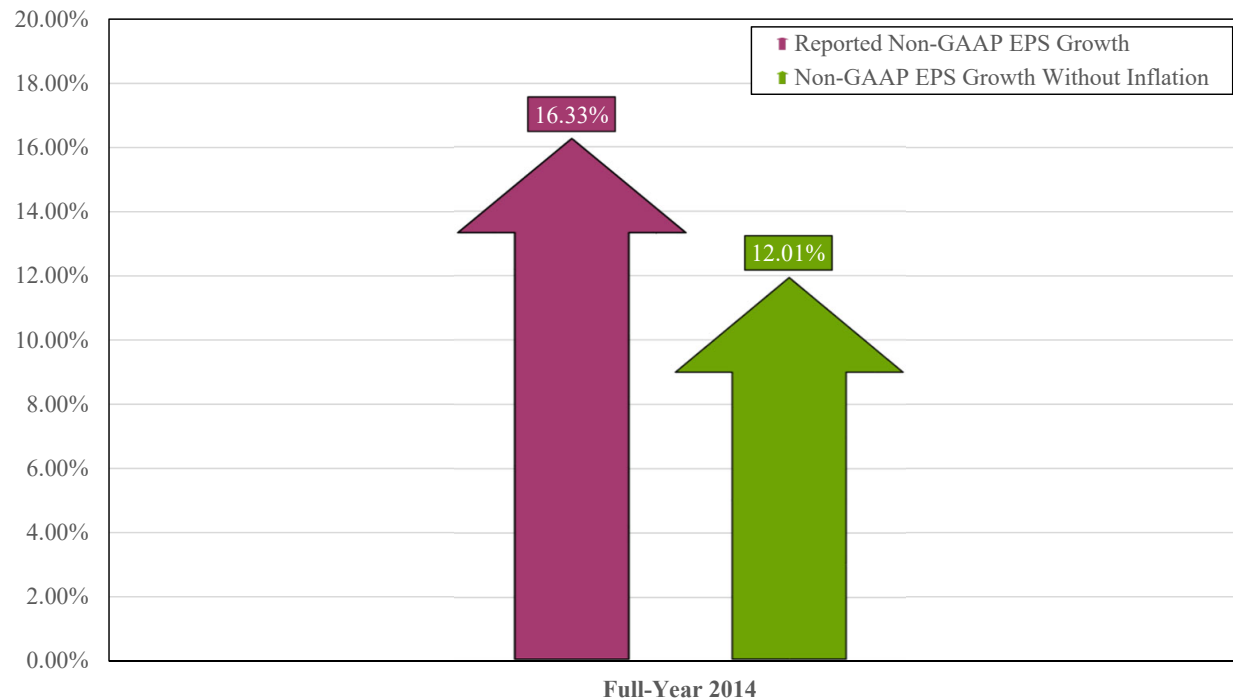
Quarterly Non-GAAP Earnings Per Share Growth Rate
From Same Quarter of Previous Year



Sources: GX-102, GX-104.

Iconix: Impact of Revenue Inflation on Company Non-GAAP EPS Growth

Full-Year Non-GAAP Earnings Per Share Growth Rate
From Previous Full-Year



Source: GX-106.

29

Iconix: Impact of Revenue Inflation on Company Non-GAAP EPS Growth

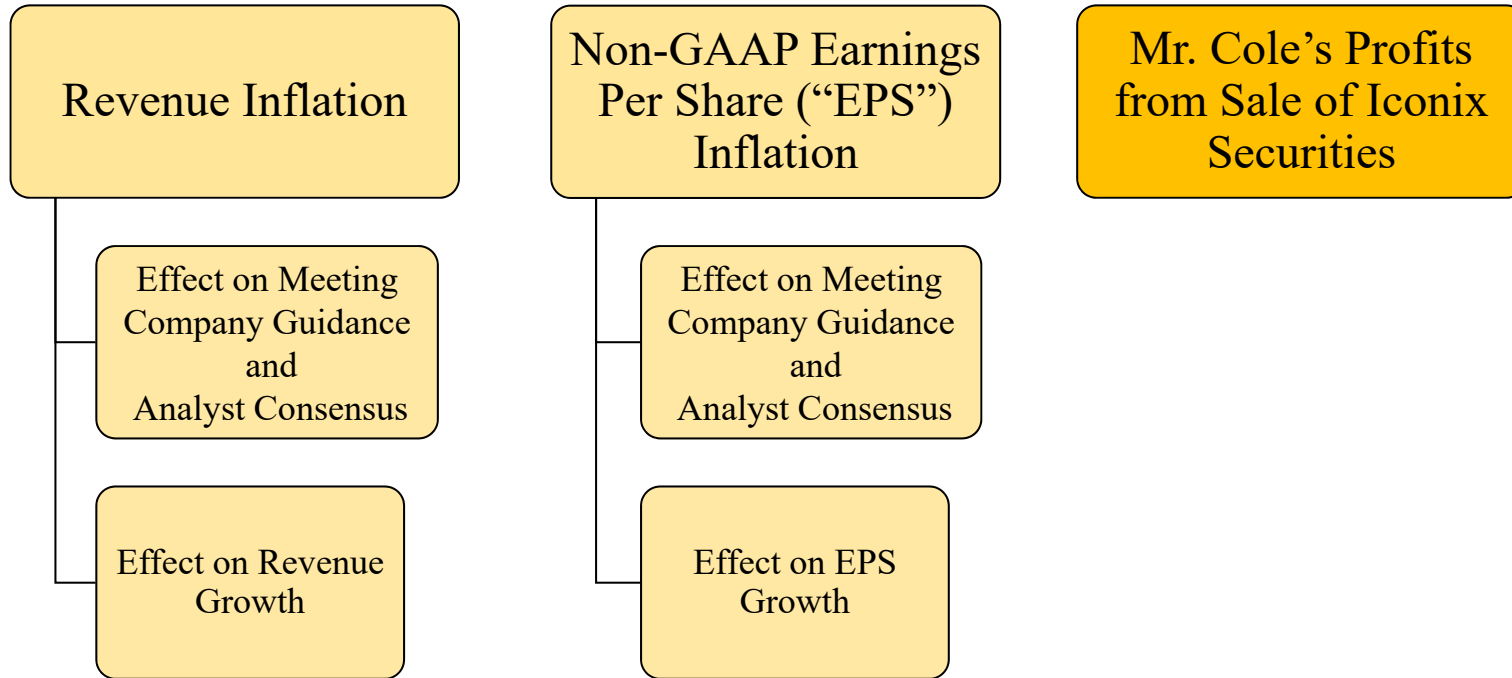
Reported Earnings Per Share and Earnings Per Share Without Inflation Versus Revenue Growth Rate

Prior Time Period		Relevant Time Period				
Time Period	EPS	Time Period	Reported		Without Inflation	
			EPS	Growth	EPS	Growth
2nd Quarter 2013	\$0.72	2nd Quarter 2014	\$0.75	4.17%	\$0.68	-5.49%
3rd Quarter 2013	\$0.59	3rd Quarter 2014	\$0.73	23.07%	\$0.64	8.90%
Full-Year 2013	\$2.39	Full-Year 2014	\$2.78	16.33%	\$2.68	12.01%

Sources: GX-102, GX-104, GX-106.

30

Iconix: Impact of Alleged Revenue Inflation



Iconix: Cole's October 31, 2014 Option Exercise and Stock Sale

Total Inflation Reported to Investors as of October 31, 2014

Inflation	4th Qtr 2013	2nd Qtr 2014	3rd Qtr 2014	Total
Revenue	\$2,000,000	\$5,000,000	\$6,000,000	\$13,000,000
Non-GAAP EPS	\$0.00	\$0.07	\$0.08	\$0.15

Sources: Pages 6 and 21.

32

Iconix: Cole's October 31, 2014 Option Exercise and Stock Sale

Neil Cole's October 31, 2014 Option Exercise and Stock Sale

Transaction	Shares	Average Price	Proceeds/(Cost)
Cost: Exercise Options to Acquire Stock	1,000,000	\$5.696	(\$5,696,000)
Proceeds: Sell Stock at Market Value	(1,000,000)	\$39.510	\$39,510,000
Net Proceeds			\$33,814,000

Sources: GX-108.

33